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7 December 1956

COMMENT AS REQUESTED ON ENCLOSED PROPOSAL
FOR A RECRUITING BROCHURE

It seems to me that the problem inherent in this proposal can best be seen in the contrast between the typical advertising format of the "brochure" and the statement at the end of its enclosed application form: "In completing this resume, it is requested that discussion of your interest be limited to your immediate family." Since it is impossible to secure privacy and publicity at one and the same time, it seems to me that consideration should be given to which one CIA really wants.

The attached proposal is to circulate 50,000 copies of a pamphlet issued in the name of CIA, displaying it even on post-office bulletin boards. If this plan is followed, it is to be assumed that CIA wants publicity more than privacy. If such publicity is sanctioned, it is hard to see why restraints should be placed on numerous other means of drawing public attention to the Agency which might be considered desirable for sundry other purposes.

It might not be inappropriate in this connection to cite NSCID-12 which states, as a matter of NSC policy, that "...any publicity factual or fictional concerning intelligence is potentially detrimental to the effectiveness of an intelligence activity and to the national security."

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If I were the one asked to approve the proposed plan, I should want further evidence of the extent to which the future of CIA depends on acquisition of GS-3 typists who "too often" according to Mr. Reynolds' memorandum of 6 June 1956, lose interest "because of the lack of documentation." I should also want to know if there are not alternatives to meeting the alleged competition for such employees, other than out-advertising the competitors.

Apart from such evidence, I should doubt that the recruiter's dilemma in effect advanced as the justification for the proposed plan is sufficient to justify a deliberate search for otherwise avoidable publicity.

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